



Project New Generation Lion Objectives

Key Visions

- To increase engagement of Lions within clubs, zones and the district; and within their communities
- To take District 105E forward as an innovative, progressive collaboration of clubs using modern technologies and communication channels to implement new ideas

New Generation Team

A team of like-minded lions willing to construct and execute Project New Generation

- Fulfil Project New Generation Objectives
- Act as liaison between Clubs, Zones and District Committee
- Produce literature and an Introductory Video to introduce the NGL Team and outline objectives to be sent out across the district
- Build New Generation Lions Forum (see below)
Compose key discussion topics for the New Generation Lions Forum
Collate and analyse feedback from GNL Forum to make decisions and recommendations for the future of Lions
- NGL Team to present at District Convention to showcase initiatives and progress and to gain additional insightful feedback from District members
- Determine “target markets” for recruitment and PR material

Membership

Increase recruitment and retention of Lions with particular focus on those meeting the NGL criteria and assist Lions International in reaching this year’s target of 1.5 million members by the end of this Lionistic year.

Recruitment

Increase membership of the district with particular focus on recruiting members under thirty

- Segment predetermined “target markets” to maximise exposure of recruitment campaigns
- Utilise existing groups/organisations to directly increase exposure with particular focus on “younger” organisations (E.g Guides/Scouts)
- Utilise online technologies to widen exposure of recruitment campaigns

Retention

Maintain current membership

- Understand and recognise triggers that lead to an individual choosing to terminate membership: with the potential to solve issues, change practices to retain members, or for the individual to leave in good standing
- Understand and recognise triggers that lead an individual to transfer clubs for reasons other than relocation

- Promote Club Transfer as an alternative option to membership termination

Young Membership and Female membership

Objectives for Recruitment and Retention will also be applicable here. Additional objectives include:

Young Membership

- Promote the leadership mentoring opportunities available to Younger Lions

Female Membership:

- Learn and understand why female membership is only twenty-five percent of total district membership
- Utilise already existing female groups to target (E.g Support groups for Female-only illnesses)

New Generation Lions

New Generation Forum (Open to ALL Lions)

This will be a multi-channel research tool to assemble thoughts and ideas for the future of Lions:

- Closed Facebook group for all members of District 105E
- Short online surveys to be distributed across the district with reminders sent to Club Presidents and secretaries
- NLG Team email address

These channels will be a platform to:

- Discuss and debate key topics and themes outlined by the NGL Team. Initial topic ideas include:
 - Younger membership: Why have NGL joined and stayed? How can lions attract new and younger members?
 - Female membership: Why do females make up only 25% of membership in the district?
 - Technology: How can Lions make use of advances in technology? Technologically advanced fundraising opportunities/ideas
 - Community service: Are there new ways in which lions can serve the community?
 - Sustainability: How can District 105E become more environmentally friendly?
- Display and discuss contemporary marketing and PR materials and channels
- Identify alternative ways in which clubs, zones and districts can operate and serve
- Promote environmentally sustainable operations within club, zone and district activities